

Dads Matter Too! 5K Road Race, 1 Mile Dad's Walk, and Kids Fun Run

This inaugural Fatherhood Awareness Day is taking place September 22, 2013 in Waterbury's Library Park! The event will focus on the importance that fathers and significant male figures hold in our society. It is hosted by the Department of Children and Families' Region 5 (Waterbury, Torrington & Danbury) Fatherhood Engagement Leadership Team, (F.E.L.T) the Department of Social Services, and the City of Waterbury. The event features a 5K road race, 1mile Dad's Walk, and a Kids Fun Run.

In 2008 the race committee, with the support of Department of Children and Families, organized a "Family Themed" foot race and walk and it was the largest foot race ever held in Waterbury. Over 600 runners participated in the event and thousands turned out to support the event. Due to unforeseen fiscal issues, funding for the event was cut in 2009 and the event did not take place.

After the race/walk, food and beverages will be provided. Registered participants will receive a complimentary t-shirt. There will be a variety of family friendly activities that will take place such as face painting, interactive games, and live entertainment. There will also be a recognition ceremony dedicated to Fathers.

Now more than ever we need the support of local businesses to help with this community event that focuses on the role and importance of fathers in our society, families, and healthy lifestyles.

EVENT COMMITTEE

Region 5 F.E.L.T members, Marcus Stallworth and Anthony Gay, lead the community minded group of individuals on the event committee. The committee is comprised of providers from the Waterbury, Torrington, and Danbury area. This committee devotes countless hours planning events to raise awareness of the importance fathers and father figures play in the lives of children. With the support from the Mayor's Office, Police Department, and Police Activity League, this statewide event will be hosted in the City of Waterbury.

EVENT COORDINATOR

John Bysiewicz, Director of New Haven Road Race and many of New England's top foot races, coordinates the event. Annually, his company coordinates events with over 30,000 participants that raise nearly \$2,000,000 for various charities.

RACE BENEFITS

Proceeds from the event will be utilized to sustain ongoing father related events, trainings, and activities. Proceeds will allow the F.E.L.T to provide fathers and their children with opportunities to have access to the following: movie tickets, sporting/recreational outings, and activity bags which consist of word games, coloring books, and stuffed animals. All contributions are tax deductible.

MEDIA AND PROMOTION

The event will be promoted in local newspapers, public access television and radio stations. It will also receive extensive website attention and race applications will be sent to thousands of runners in the local community.

Sponsored by:



casey family programs



Dads Matter Too! 5K Race, 1 Mile Fathers Walk, and Kids Fun Run



September 22, 2013

8:00 a.m. until

Library Park (Across from 400 Grand St.)

Sponsorship Information

John Bysiewicz (203) 481-5933

jbsports@snet.net



TITLE SPONSOR (\$7,000)

Benefits Received

On **all exposure opportunities** presenting sponsor gets **largest exposure**.

Prominent logo exposure on start and finish banners.

Prominent exposure on all local media promotional spots.

Category exclusivity.

Logo exposure on race participants' bibs (500), t-shirts (500) and race applications (15,000).

Logo exposure on event web site.

Mention in all event press releases.

Company representative can start event and assist in awards ceremony.

Opportunity to place insert in participant packets (500).

Opportunity to have banners placed at entertainment stage, race expo, and race site.

Sponsorship plugs at race site.

10 complimentary race T-shirts.

PRESENTING SPONSOR (\$2,500)

Benefits Received

Exposure on all local media promotional spots.

Category exclusivity.

Logo exposure on race participants' t-shirts (500) and race applications (15,000).

Logo exposure on event web site.

Mention in all event press releases.

Opportunity to place insert in participant packets (500).

Opportunity to have banners placed at entertainment stage, race expo, and race site.

Sponsorship plugs at race site.

8 complimentary race T-shirts.



GOLD SPONSOR (\$1,000)

Benefits Received

Logo exposure on race participants' t-shirts (500) and race applications (15,000).

Exposure on event web site.

Mention in all event press releases.

Opportunity to place insert in participant packets (500).
Opportunity to have banners placed at race site.

Sponsorship plugs at race site.

5 complimentary race T-shirts.

SILVER SPONSOR (\$500)

Benefits Received

Exposure on race participants' t-shirts (500) and race applications (15,000).

Exposure on event web site.

Opportunity to place insert in participant packets (500).

Opportunity to have banners placed at race site.

Sponsorship plugs at race site.

2 complimentary race T-shirts.

BRONZE SPONSOR (\$250)

Benefits Received

Exposure on event web site.

Exposure on race applications (15,000).

Opportunity to place insert in participant packets (500).

Sponsorship plugs at race site.

1 complimentary race T-shirt.